Permit #F00028570

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028570 **Type of Permit:** FILMING **Release Date:** 06/04/2010

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA

Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title DIRECT GENERAL INSURANCE

Type of Production Commercial - Standard

Producer MARK FETTERMAN

Director TOM ROUTSON

1st AD ALDRIC PORTER

Production Manager PAUL ALCUS

FilmL.A. Coordinator Asia Robinson

Location Manager NICK MORLEY
Primary Phone Mobile - 213-716-4298
Secondary Phone Office - 310-453-9244

Location Assistant NA NA
Primary Phone Mobile - N/A
Secondary Phone

Fees

Posting 900	$234.00
Posting 1200	$104.00
Posting 1500	$130.00
Notification Charge	$720.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$304.00
LA CITY FIRE SAFETY OFFICER	$448.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $3,100.00

Number of Locations 5

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Summary Information — Location

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Location Address 2245 Yosemite Dr, Los Angeles, CA, 90041

Location Names

Location Type Grocery Store

Location Description Super A Foods

Film Dates 6/7/2010 - 6/7/2010 05:00 - 11:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document TOOL AA.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Scissor Lifts	2
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5
LA City UFSO assigned	25578

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Crew Parking
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Posting "No Parking" signs N/S YOSEMITE, EAGLE ROCK-ELLENWOOD
E/S ELLENWOOD, YOSEMITE-FAIR PARK

Approximate Footage 601 - 900 **Log Number** 1015733

Date(s) 6/7/2010 to 6/7/2010 **Time(s)** 00:00 to 00:00

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Summary Information — Location

Location 2 of 5

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Location Address Eagle Rock Blvd N & Colorado Blvd, Los Angeles, CA, 90041

Location Names

Location Type Intersection

Location Description

Film Dates 6/7/2010 - 6/7/2010 07:00 - 13:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Process Trailer	2
Scissor Lifts	2
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5
Off-Duty/Retired LAPD Officer(s)	4

Filming Activities Driving shots; Equipment on property; Equipment on sidewalk & street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); CAMERA PLACEMENT ON CENTER MEDIAN;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Crew Parking
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Posting "No Parking" signs
E/S EAGLE ROCK BL, COLORADO BL-MERTON
S/S COLORADO, EAGLE ROCK-EAST 200'
N/S MERTON, EAGLE ROCK-CASPAR

Approximate Footage 1201 - 1500 **Log Number** 1015734

Date(s) 6/7/2010 to 6/7/2010 **Time(s)** 07:00 to 13:00

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Summary Information — Location

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Location Address 1100 Eagle Vista Dr, Los Angeles, CA, 90041

Location Names

Location Type Park

Location Description EAGLE ROCK REC CENTER / LA CITY REC

Film Dates 6/7/2010 - 6/7/2010 12:00 - 16:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Microsoft Word - Eagle Rock Guidelines.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Process Trailer	2
Scissor Lifts	2
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5
Off-Duty/Retired LAPD Officer(s)	4

Filming Activities Equipment on property; Exterior Dialogue; FILMING AT TENNIS AND BASKETBALL COURTS. ; PARKING GENERATOR, STAKEBEDS & CUBE TRUCKS ON ACCESS ROAD, ON PROPERTY. ; REQUEST TO ADD GREENS (HEDGE) AND TREE TRIMMING. ;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note ONE PARK MONITOR REQUIRED FOR FIGUEROA LOT 0500-0700 HRS

ONE PARK MONITOR REQUIRED FOR FILMING 1200-1600 HRS

Parking

Base Camp
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Crew Parking
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

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Summary Information — Location

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Posting "No Parking" signs S/S EAGLE VISTA DR, FIGUEROA ST- WEST 1000'

Approximate Footage 901 - 1200 **Log Number** 1015735

Date(s) 6/7/2010 to 6/7/2010 **Time(s)** 09:00 to 15:00

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Summary Information — Location

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Location Address 1500 Colorado Blvd, Los Angeles, CA 90041

Location Names

Location Type Diner

Location Description

Film Dates 6/7/2010 - 6/7/2010 13:00 - 20:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Scissor Lifts	2
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Crew Parking
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Posting "No Parking" signs
E/S FLORISTAN, COLORADO BL-WALDRAN
S/S COLORADO, HARTWICK-FLORISTAN
W/S HARTWICK, COLORADO-SOUTH 200'

Approximate Footage 601 - 900 **Log Number** 1015736

Date(s) 6/7/2010 to 6/7/2010 **Time(s)** 07:00 to 22:00

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Summary Information — Location

Permit Number	F00028570	**Location Manager**	NICK MORLEY
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 213-716-4298
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	Office - 310-453-9244
Production Title	DIRECT GENERAL INSURANCE		

Location Address 17152 Sunburst St, Northridge, CA, 91325

Location Names

Location Type Private Residence

Location Description

Film Dates 6/8/2010 - 6/8/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	45
Cube Trucks	3
Generator	1
Motor Homes	2
Picture vehicles	2
Scissor Lifts	2
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	5

Filming Activities Equipment on property; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO PARKING IN FRONT OF 17172 SUNBURST ST

Parking

Base Camp
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Crew Parking
Location Type : LA City Park
Street : EAGLE ROCK REC CTR

Posting "No Parking" signs W/S AMESTOY, SUNBURST-OSBORN ST
S/S SUNBURST, AMESTOY-WEST 600'

Approximate Footage 601 - 900 **Log Number** 1015737

Date(s) 6/8/2010 to 6/8/2010 **Time(s)** 06:00 to 22:00

NOT A PERMIT

Permit #F00028570

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Tool of N America ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film L.A, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 6/3/10

Tool of N. America
Name of Principal

By: Nick Morley
Representative's Signature

Nick Morley
Print Representative's Name

Location Manager
Representative's title

2216 Broadway
SM CA 70404
Principal's Address

213 716 4298
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT

Permit #F00028570

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

F-28570
TOOLS OF NORTH AMERICA
DIRECT GENERAL INSURANCE
(EAGLE ROCK REC & FIGUEROA LOT)

NOT A PERMIT

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

- May not block patron access from the parking lot at any time.
- Must park all other vehicles on the street or in the Figueroa lot.
- May not restrict access to Rec. Center or Child Care Center at any time.
- Ok'ed to film at Tennis and Basketball Courts.
- Ok'ed to add Green (Hedge) and Tree Trimming.
- Ok'ed to Park at Figueroa Lot.

F-28570
TOOLS OF NORTH AMERICA
DIRECT GENERAL INSURANCE
(EAGLE ROCK REC & FIGUEROA LOT)

NO PERMIT

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NOT A PERMIT